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HELP FIGHT *FAMINE!*

how PUBLIC EATING PLACES can help in the Famine Emergency Program

The President's Famine Emergency Committee has asked public eating places to conserve all food, particularly wheat products and fats and oils, as part of the overall program adopted to help relieve starvation conditions abroad. It is a voluntary program to help save lives. With nearly a half-million food service establishments in the country, tremendous savings can be effected in this way.

It is estimated that about 65 million meals are served daily to people patronizing public eating places! You can perform an added service by helping to bring to the attention of these people the need for and the importance of food conservation practices in every American home. By so doing, you will also secure increased cooperation on the part of your patrons in your efforts to achieve the requested reductions in use of wheat products and food fats and in the elimination of food waste.

To help publicize the food conservation program among your patrons:

- 1) Explain to your employees why and how you are participating. Enlist their cooperation. They will then be in a position to answer satisfactorily the questions asked by your customers.
- 2) Use the conservation campaign messages and slogans on menu cards, menu stickers, table tents, doilies, wall poster, and other materials.
- 3) Tell your customers about the conservation measures you have put into practice.
- 4) Carry the conservation message in your advertisements and publicize actual savings.

Full participation in the campaign requires both rear-of-the-house and front-of-the-house action to:

- 1) Conserve Wheat and Fat Products
- 2) Promote Servings of the More Plentiful Foods
- 3) Waste Nothing

The following are a few of the many detailed ways you can help your country share its relative abundance with the starving people of other lands. The time is NOW!

Conserve on Wheat and Fat Products

This is the first "must" of the campaign. These are the foods that are most urgently needed and best suited for shipment overseas.

Be thrifty with wheat products:

- 1) Discontinue the use of toast as a garniture with main dishes; eliminate toast for decorative purposes or under such dishes as eggs, chicken a la king, chipped beef, etc.
- 2) Discontinue the practice of placing baskets of rolls and bread on dining room tables.
- 3) Serve a single slice of bread or a roll with the main course; let the customer ask for additional serving.
- 4) Where possible, substitute open sandwiches for the two- or three-bread slice type.
- 5) Feature more salads using cooked dressings instead of oil dressings, or raw vegetable relish plates.
- 6) Reduce by 1/3 the number of crackers served with soups and cheese--eliminate crackers with tomato or fruit juice appetizers.
- 7) Reduce the weight of the rolls made and the thickness of the bread sliced.
- 8) Eliminate the custom of trimming toast and sandwich crusts. (Continued on page 4)

U.S. DEPARTMENT OF AGRICULTURE

OFFICE OF EMERGENCY FOOD PROGRAM

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Full cooperation of patrons of food service establishments is essential to the success of the Famine Emergency Program. Appeals printed on table tents, doilies, menu stickers and posters as indicated in the sketches on this page provide effective means of reaching these people. Suggested messages, quotes and slogans will be found on

OPPOSITE
PAGE

posters...

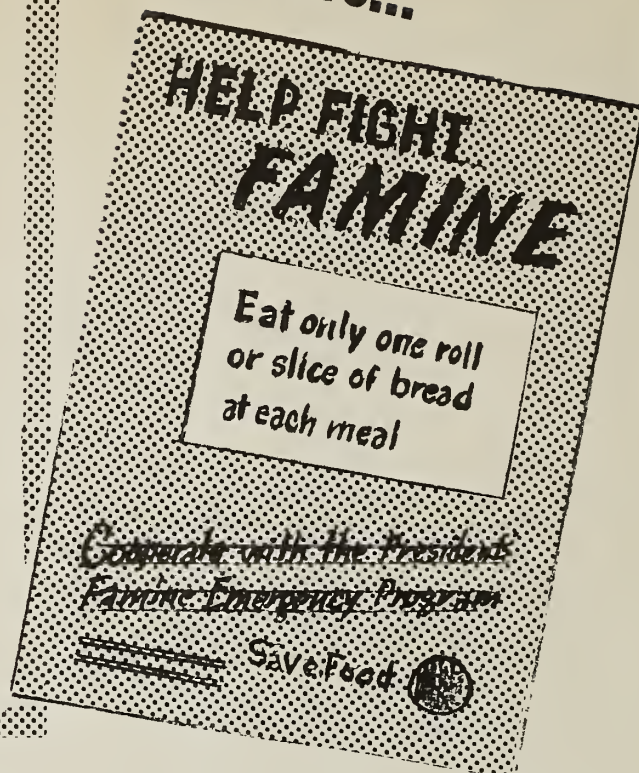
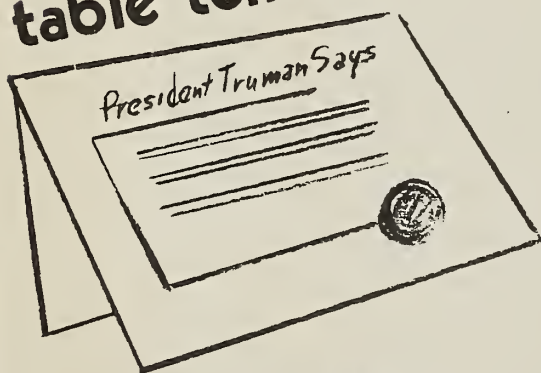
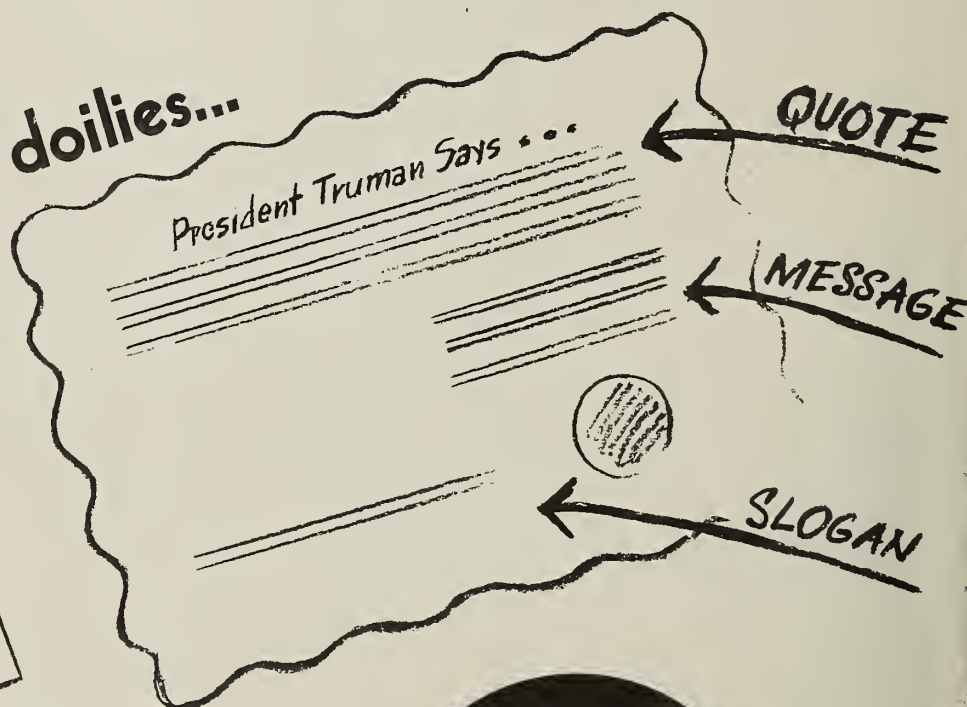


table tents...



doilies...



menu stickers...



MATS OR GLOSSY PRINTS OF THIS
EMBLEM AVAILABLE UPON REQUEST
WRITE -- OFFICE OF INFORMATION
U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.



tie-in QUOTES • • • and MESSAGES

"With those who say, 'We are not doing enough' I heartily agree--because nothing that is humanly possible would be 'enough'." -- Clinton P. Anderson, Secretary of Agriculture.

President Truman says

...."Our national self-respect and our duties as human beings demand that we do all we can to stop the spread of famine."

We are anxious to cooperate with the President's Famine Emergency program. Won't you do your share to help by eating less bread and rolls. Eat no more than one slice of bread or one roll with each meal. Help conserve on fats and oils.

Save and share!

Thanks

Help Fight Famine!

..."I can only appeal to your pity and to your mercy and sense of service. I know the heart of the American people will respond with kindness and be generous to all the suffering. Will you not take to your table an invisible guest?"

-- Herbert Hoover, Honorary Chairman
Famine Emergency Committee

....We are cooperating with President Truman's Famine Emergency Program. Won't you do your part by eating no more than one slice of bread or one roll with each meal, and by using less spreads and salad oils.

Save a little here and save a life over there.

Thanks

You Can Fight Famine and Still Eat Well!

Wheat and wheat products and Fats and oils are needed to alleviate hunger in the war-torn areas of Europe and Asia.

You can help fight famine by reducing your consumption of these foods and eating more fresh fruits and vegetables which are now in abundant supply.

Try a fruit cocktail in place of that fancy dessert!

Let's cooperate with the President's Famine Emergency Program.

In Cooperation with the President's Famine Emergency Program we are

....serving smaller portions of foods containing fats and oils, and less bread and rolls per person. Full portions or servings may be had upon request.

We are sure that you are as anxious as we are to help save the hungry starving peoples of the war-torn areas of the world. This can be done if we all do our share in this emergency.

Save a Slice and Help Save a Life!!

President Truman requests

...your help in the fight against famine.

Go easy

...on bread and rolls. Eat no more than one with each meal.

If the average American would save two slices of bread each day, the total saving per day would provide a day's bread ration for 20 million hungry people abroad.

Save a little and help a lot.

President Truman asks your help:

Help fight famine. Millions of unfortunates in war-torn Europe and Asia are threatened with starvation.

Saving a little here helps a lot over there.

Won't you go easy on butter, margarine, salad oils and oil dressings? A teaspoon of fat a day saved by every man, woman and child in the United States will mean over a million pounds of fat a day for shipment to the hungry folks overseas.

Let's all help.

Thanks

"Our food program...involves the noblest words and the noblest deeds of which mankind is capable. It demands the best work of the best brains and the strongest backs. But remember this one thing! Neither words nor mere effort will suffice--only food will do the job." --

Clinton P. Anderson, Secretary of Agriculture

- 9) Rather than buying fresh bread to stuff meat and poultry, use potatoes instead.
- 10) Serve breaded items only when no other use can be made of crumbs.
- 11) Eliminate 3-layer cakes for the period of the emergency--or serve plain cake or cookies.
- 12) Feature oatmeal as a hot breakfast cereal.
- 13) Eliminate rice, spaghetti, macaroni, vermicelli and noodles in soups and chowders.
- 14) Occasionally use oatmeal in place of part of the flour in breads and cookies.
- 15) Top meat pies with mashed potatoes instead of pastry crust.

Be thrifty with food fats:

- 1) Serve only single-crust pies -- open-face or deep dish.
- 2) Feature fruit desserts.
- 3) Bake, boil, broil, and stew meats, fish and poultry instead of frying.
- 4) Substitute cooked dressing for mayonnaise or oil dressings as often as possible.
- 5) Render down all suet and fats (meat trimmings) in surplus on meat products.
- 6) Save all drippings from broiling bacon for re-use in seasoning and cooking.
- 7) Serve fried foods sparingly or not at all.
- 8) Instead of fried potatoes, serve them boiled, baked, roasted, creamed, parsleyed, scalloped, etc.
- 9) Serve potato chips, other fried foods or wheat and cereal products with beverages or other refreshments only upon request.
- 10) In heating fat, keep it below the smoking point. When it smokes, it breaks down chemically and soon turns rancid. The proper frying temperature for most foods is around 375° F.
- 11) Prolong the use of fats through proper handling and storage of all fats saved in cooking.

Promote Servings of the More Plentiful Foods

Unless we make full use of seasonally plentiful foods, market gluts will develop and food will be wasted. A pound of food wasted is worse than a pound not produced--time, energy, and transportation has been spent needlessly when every minute counts, every effort is needed, and all transportation is strained nearly to the breaking point.

Many of these plentiful foods will be highly perishable--not suited for shipment abroad. Nevertheless, through using them as alternates for products most suitable for foreign shipment, they can contribute to the relief of the needy in devastated areas. We in

this country can make full use of the plentiful foods and thereby reduce our demand for the foods most urgently needed abroad.

Be thrifty with critical foods:

- 1) Plan more main dishes around the plentiful supplies of poultry, eggs, and fresh and frozen fish available in most parts of the country.
- 2) Feature seasonal vegetables on menus as vegetable plate or dinner.
- 3) When fresh fruits are plentiful, make the most of them for desserts.
- 4) Remember potatoes as an alternate for bread and cereals.

If you wish to be informed each month as to the foods expected to be in plentiful supply in your area, write to your State office of the Production and Marketing Administration, U. S. Department of Agriculture, for their list of abundant foods.

Waste Not

Every pound of food saved through careful buying, skillful handling, and proper cooking, will mean that much more to assure that our Victory is complete.

Be thrifty with all food.

- 1) Encourage your customers to order no more than they can eat.
- 2) Carry back all economies to employees' meals.
- 3) Use leftover vegetables in soups.
- 4) Leftover cooked oatmeal may be used as thickening for gravies; soups, and stews.
- 5) Use any dry bread in pudding or in baked fruit scallops made of slices or "fingers" of bread combined with fruits and a little sweetening and fat.
- 6) Prepare hash-brown or creamed potatoes from left-over boiled potatoes; potato cakes from mashed potatoes.
- 7) Store food properly to prevent avoidable spoilage.
- 8) Turn in to local butcher, renderer or other collection point, all fat not suitable for use as food.